

**Claims:**

1. A method for providing a service to a subscriber in a network, comprising the steps of:
- a) providing a network information of the subscriber to a service provider;
  - b) generating a service message on the basis of the provided network information; and
  - c) transmitting the service message to the subscriber.
2. A method according to claim 1, wherein said network information relates to at least one of an identity, a location, an address, and an operating state of a mobile station of the subscriber in a cellular network.
3. A method according to claim 1 or 2, wherein said service message is a local advertisement.
4. A method according to claim 1 or 2, wherein said service message is a header of an unread mail stored in a mail server.
5. A method according to claim 1 or 2, wherein said service message is a stock price change.
6. A method according to any one of claims 2 to 5, wherein said service message is transmitted when said mobile station is reachable according to the network information.
7. A method according to any one of claims 2 to 6, wherein the network information of the subscriber is transmitted by a network operator to the provider of the external message in dependence on a predetermined subscriber condition.
8. A method according to claim 7, wherein said predetermined subscriber condition is a request from the subscriber.

9. A method according to claim 8, wherein said request is set by the mobile station.

10. A method according to claim 8, wherein said request is set by a network operator.

11. A method according to claim 8 or 9, wherein a network operator receives the request including a service provider address, retrieves location coordinates of the subscriber on the basis of a cell identification, and transmits the location coordinates to the service provider using the received address.

12. A method according to any one of claims 2 to 11, wherein the network information of the subscriber is transmitted in a header of a packet transmitted by the mobile station.

13. A method according to claim 12, wherein the network information is inserted by a network element in a second packet which encapsulates the packet transmitted by the mobile station.

14. A method according to any one of claims 1 to 6, wherein the network information of the subscriber is stored in a storing means in dependence on a predetermined subscriber condition, and wherein said storage means is accessible to the service provider.

15. A method according to claim 14, wherein the service provider reads the storing means by using a predetermined key relating to the subscriber.

16. A method according to claim 14 or 15, wherein said predetermined subscriber condition is a request from the subscriber.

17. A method according to claim 7, 14 or 15, wherein said predetermined subscriber condition is a subscription parameter of the subscriber.

18. A method according to claim 7, 14 or 15, wherein said predetermined subscriber condition is an activation of a predetermined supplementary service.

19. A method according to claim 7, 14 or 15, wherein said predetermined subscriber condition is the fact that the subscriber is located in his home area.

20. A system for providing a service to a subscriber in a network, comprising:

a) providing means (7) for providing a network information of the subscriber to a service provider (5); and

b) control means (6) for controlling the provision of the network information to the service provider (5) in dependence on a predetermined subscriber condition.

21. A system according to claim 20, wherein the network information relates to at least one of an identity, a location and an operating state of a mobile station (1) of the subscriber in a cellular network.

22. A system according to claim 21, further comprising a data base for converting a cell identification of the mobile station (1) into allocation thereof.

23. A system according to any one of claims 20 to 22, wherein the providing means (7) comprises a transmitting means for transmitting the network information of the subscriber to the service provider (5), wherein the control means (6) controls the transmitting operation in dependence on the predetermined subscriber condition.

24. A system according to any one of claims 20 to 22, wherein the providing means (7) comprises a storing means in which the network information of the subscriber is stored and which is accessible to the service provider (5), wherein the control means (6) controls the storing operation in dependence on the predetermined subscriber condition.

25. A system according to any one of claims 20 to 24, wherein said predetermined subscriber condition is a request from the subscriber.

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26. A system according to any one of claims 20 to 24, wherein said predetermined subscriber condition is a subscription parameter of the subscriber.

10 27. A system according to any one of claims 20 to 24,  
wherein said predetermined subscriber condition is an  
activation of a predetermined supplementary service.

28. A system according to any one of claims 20 to 24,  
15 wherein said predetermined subscriber condition is the fact  
that the subscriber is located in his home area.